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INFO : DHAHRAN

FROM : Embassy JIDDA

DATE: May 4, 1965

SUBJECT: Joint Weeka No. 18 (week ending May 3, 1965)

REF :

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PSYCHOLOGICAL

DEPARTMENT PASS:

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Jidda

POLITICAL/ECONOMIC

2. Inauguration of Two Light Industries in Jidda

King Faysal presided at ceremonies formally inaugurating a tanning and leather goods factory and a "Tide" detergent plant at Jidda April 27 and 29 respectively. The "National Factories for Tanning and Leather Products Company" has its origins in a tannery long operated by Jidda's leading meat importer. The establishment recently started production of consumer goods following new investment of about \$800,000 in German machinery to reequip the facilities. The Saudi Army is a major customer for its boots, though the company hopes to compete successfully with a variety of imported leather goods.

The "Tide" factory has been in operation for several months, and its output dominates the detergent market. Procter & Gamble Vice President Donald Robinson came to Jidda for the inauguration of the plant which operates under license from the American firm. Heavy coverage of the ceremonies appeared in the local press, emphasizing the idea that the factory is representative of the coming industrial revolution in Saudi Arabia. (UNCLASSIFIED)

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Jidda

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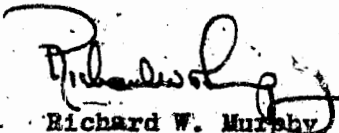
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Jidda

2. Dominican Republic Crisis

Coverage of the political crisis and the subsequent landing of U.S. troops in Santo Domingo has attracted minimal press attention. In the only editorial comment to date al-Madina's columnist "Rasid" predictably hit out at the U.S. for "flexing its muscles and hitting a weak pygmy." However, one paper headed the story of the initial landing of American forces "A Second Vietnam?" Otherwise coverage has been restricted to printing American wire service material.
(UNCLASSIFIED)

For the Ambassador:


Richard W. Murphy
Second Secretary of Embassy

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